2012
SILVER ANVIL AWARD
PRESENTED BY THE
PUBLIC RELATIONS SOCIETY OF AMERICA
TO
U.S. NAVY OFFICE OF
COMMUNITY OUTREACH
FOR EXCELLENCE IN
COMMUNITY RELATIONS
GOVERNMENT

NAVCO Outreach Campaign

2012 Year in Review

Looking Ahead to 2013

4 DEC 2012

NAVCO Programs

- Aviation Support :Mr. John Mills
- Band Support : LCDR Dwaine Whitham
  LT Jane Hoffman (incoming)
- Executive Outreach Mr. Todd Martin
  - Org Liaison
  - National Speaker's Bureau
  - Speaker's Resources
  - 50/50 Program Mr. Glenn Sircy
- Leader's to Sea LT Matt Gill
- Caps for Kids Mr. John Wallach
- Navy Week Program LCDR Pam Bou & Mr. Gary Ross

Outreach is our mission

What is a Navy Week?

A week-long series of engagements with key influencers and organizations across all market sectors featuring Navy assets, equipment, personnel and senior leaders designed to educate Americans about the Navy's mission and importance to national security.

- Corporate
  CEOs and other c-suite executives, mainly in corporations that operate internationally
- Civic
  Rotary, Kiwanis, Chambers of Commerce, diversity affinity groups
- Government
  Local: mayors, city councils
  State: governor, representatives
- Legislative
- STEM
- Diversity
- Energy
- Education
  ALL levels, students AND leaders, as well as school boards
- Veterans
  Often some of our biggest advocates and frequently involved in their community
- Media
- Community Service/ Relations
  Caps for Kids, SeaBees projects, Habitat for Humanity, etc.

2012: Where We Were

Navy Week	Dates
Phoenix	March 19-25
New Orleans	April 16-22
Nashville	May 7-13
Spokane	May 14-20
Baltimore	June 13-19
Boston	June 29 - July 5
Sacramento	July 16-22
Sioux Falls	July 19-28

Navy Week	Dates
Milwaukee	Aug. 6-12
Chicago	Aug. 13-19
Toledo	Aug. 20-26
Cleveland	Aug. 27 – Sept. 2
Detroit	Sept. 3-9
Buffalo	Sept. 10-16
Houston	Oct. 21-28

2012 Navy Week Measures of Performance

2012 Navy Week Measures of Performance

Navy Week	Live	Print	Broadcast	Online	Total
Phoenix	43,857	543,242	1,156,227	693,030	2,436,356
New Orleans	45,000	1,847,071	2,127,697	10,301,937	4,276,705
Nashville	60,000	503,672	956,360	970,867	2,490,899
Spokane	331,301	228,873	300,800	442,616	1,303,590
Baltimore	UNK	15,953,923	25,347,219	20,009,242	61,310,384
Boston	UNK	5,532,788	4,878,092	10,419,236	20,830,116
Sacramento	12,468	289,229	973,761	555,320	1,818,310
Sioux Falls	225,147	684,380	1,145,305	273,717	2,328,549
Milwaukee	UNK	1,828,301	1,441,212	820,565	4,090,078
Chicago	7,434	8,642,155	13,927,628	14,295,884	36,873,101
Toledo	50,096	3,026,386	4,120,689	558,115	7,755,286
Cleveland	UNK	3,202,819	6,620,480	2,694,878	12,518,177
Detroit	UNK	5,181,214	2,351,942	1,342,164	8,857,320
Buffalo	13,045	3,440,229	1,262,382	1,505,536	6,221,192
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What is the 50/50 Program?

- **Who:** 50 senior officer, civilian and enlisted leaders
- **What:** Communicating the Navy's key messages to an array of key influencers and organizations across the country.
- **When:** Annually
- **Where:** 50 CONUS markets (less Fleet Concentration Areas and Navy Week/Fleet Week locales)
- **Why:** Educate Americans about the Navy's mission and importance to national security
- **How:** 2-3 days of high-level engagements w/corporate execs, civic leaders, government officials, university presidents, non-profit executive directors and media

Partner with NOSCs, NROTCs, NRDs & Navy League

Why Senior Leaders?

Flag Officers and SES executives:

- Are uniquely positioned, and skilled, to deliver key Navy messages (message delivery is tracked in each AAR)
- Are a significant media draw
- Command audiences with key influencers at the highest level of all market sectors
- Are having a conversation with the country in markets which would otherwise have no Navy

"How the Navy Protects America" OP-ED has been published in 27 50/50 markets, providing key Navy messaging to mass audiences, direct and unfiltered.

50/50 Video

2012 50/50: Where We Were

LOS ANGELES	~~PHILADELPHIA~~	DALLAS	ATLANTA	TAMPA BAY
MINNEAPOLIS	DENVER	ORLANDO	ST. LOUIS	PITTSBURGH
RALEIGH	CHARLOTTE	INDIANAPOLIS	~~HARTFORD~~	KANSAS CITY
COLUMBUS	SALT LAKE CITY	CINCINNATI	SAN ANTONIO	BIRMINGHAM
HARRISBURG	OKLAHOMA CITY	ALBUQUERQUE	AUSTIN	LOUISVILLE
PROVIDENCE	LITTLE ROCK	~~RICHMOND~~	ALBANY	TULSA
~~LEXINGTON~~	CHARLESTON, WV	~~GREEN BAY~~	TUCSON	DES MOINES
OMAHA	PORTLAND, ME	~~COLUMBIA~~	ROCHESTER	~~SHREVEPORT~~
~~CHATTANOOGA~~	EL PASO	JACKSON, MS	~~BURLINGTON, VT~~	QUAD CITIES
EVANSVILLE, IN	BOISE	~~FARGO~~	MISSOULA, MT	CHEYENNE

Successfully executed 40 out of 50 visits

50/50 Measures of Performance

- **38 visits completed (2 remaining this month)**
- **37 Admirals / SESs participated**
- **473 events executed**
  - **77 corporate**
  - **67 civic / diversity**
  - **55 government**
  - **92 media**
  - **73 veterans**
  - **97 education**
  - **11 general public**
- **More than 9.5 million impressions earned**
  - **Live – 406,991**
  - **Print – 3,958,321**
  - **Broadcast – 3,481,576**
  - **Online – 1,727,675**

<u>Economical</u>: Typical visit is accomplished with an airline ticket and 2-3 days of per diem.

Who Have We Engaged?

Government

- Governors of 12 states
- Mayors of 24 cities
- Address to Mississippi State Senate and Assembly

Corporate

- Executives of 73 top corporations
- Entergy Arkansas; Garmin International; BNSF Railways; The Hershey Co.; General Mills; Global Foundries; Southwest and American Airlines ; U.S. Steel Corp.; Denver Broncos; Pittsburgh Steelers; Carolina Panthers; Duke Energy; Rolls Royce North America; Louisville Slugger; Kelley Bean Co.; Proctor and Gamble; Micron Technologies, Inc.; Big Lots; GA Ports Authority; Tilson Technology; ITT Exelis; Kiewit 7 Sons, Inc.; USAA; etc…

Veterans

- VA Leaders/patients at 29 VA hospitals.
- Leaders/members of 34 VFW and American Legion posts

Civic / Diversity

- 39 Rotary & Kiwanis clubs
- Dallas Committee on Foreign Relations
- Organization of Black Aerospace Professionals &100 Black Men
- Latinos in Information Sciences and Technology Association (LISTA)
- General Mills' Women in Leadership Group

Education

- Presidents of 16 colleges/universities
- Superintendents of six school districts
- Director of Kansas City STEM Alliance

Media

- 88 media engagements
- 4 editorial boards
- 17 print interviews
- 41 radio interviews
- 26 television interviews
- 27 Op-Eds published, three in state-wide publications.

Each visit strives for engagement across all market sectors.

Effects and Outcomes

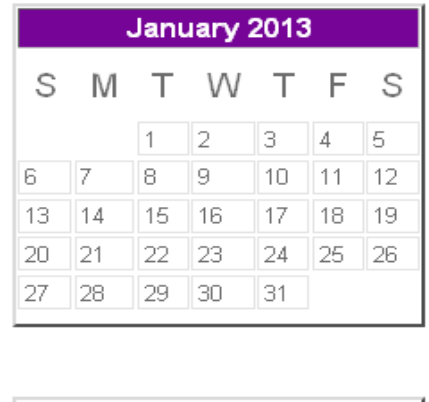
- **Advancing Navy cooperation with government and industry (energy emphasis).**
  - **Ms. Lucchino's visit to ABQ set the stage for DASN Hicks to speak at the Albuquerque Energy Innovation Forum.**
  - **VADM Beaman discussed possibility of developing opportunities for Navy Acquisition Professionals to intern with Rolls Royce in Indianapolis.**

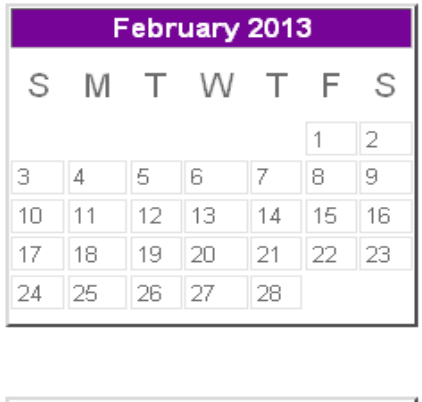
- **Strengthening partnerships with educators, advancing the Navy's STEM initiatives and setting conditions favorable for recruiting.**
  - **NRD Denver CO: VADM Nathan's visit was crucial to long term medical recruiting operations, the most difficult mission area for our NRD.**

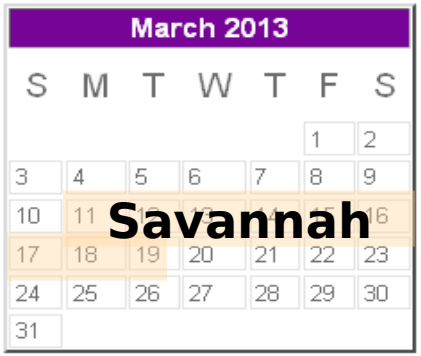
- **Supporting the Navy's diversity outreach initiatives.**
  - **RADM Gay's visit to Atlanta opened doors and created new opportunities for the CNRC city liaison officer with the Boys and Girls Club and the 100 Black Men of America.**

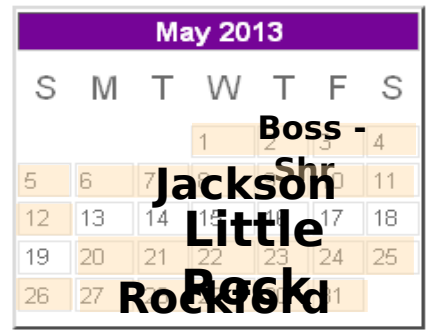
Navy Week Video

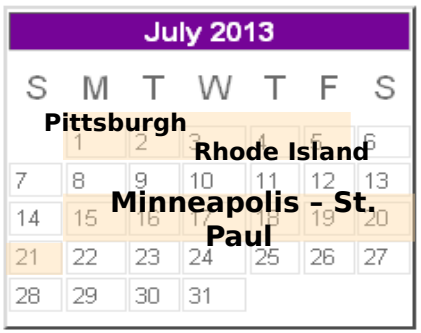
2013 Navy Week Calendar











2013 Navy Weeks

Navy Week	Dates
Savannah	March 11-19
Tampa Bay	April 1-7
San Antonio	April 22-28
Bossier-Shreveport	April 29-May 5
Jackson	May 6-12
Little Rock	May 20-26
Rockford	May 27-June 2
Indianapolis	June 10-16
Rhode Island	June 24-July 5

Navy Week	Dates
Pittsburgh	June 24-July 4
Minneapolis–St. Paul	July 15-21
Fargo	Aug. 5-11
Kansas City	Aug. 19-25
Salt Lake City	Sept. 9-15
Oklahoma City	Sept. 16-22
Albuquerque	Oct. 7-13
Dallas – Fort Worth	Oct. 14-21
Raleigh	Oct. 21-27

Blue Angels Air Show

N134 Diversity Priority Market

2013 50/50 Cities

Chicago, IL
Boston, MA
Houston, TX
Detroit, MI
Phoenix, AZ
Cleveland, OH
Sacramento, CA
Baltimore, MD
Nashville, TN
Milwaukee, WI
Buffalo, NY
New Orleans, LA
Toledo, OH
Spokane, WA
Sioux Falls, SD

Denver, CO
Orlando, FL
St. Louis, MO
Charlotte, NC
Hartford, CT
Austin, TX
Louisville, KY
Richmond, VA
Mobile, AL
Charleston, WV
Des Moines
Omaha, NE
Columbia, SC
Chattanooga, TN
Burlington, VT
Boise, ID

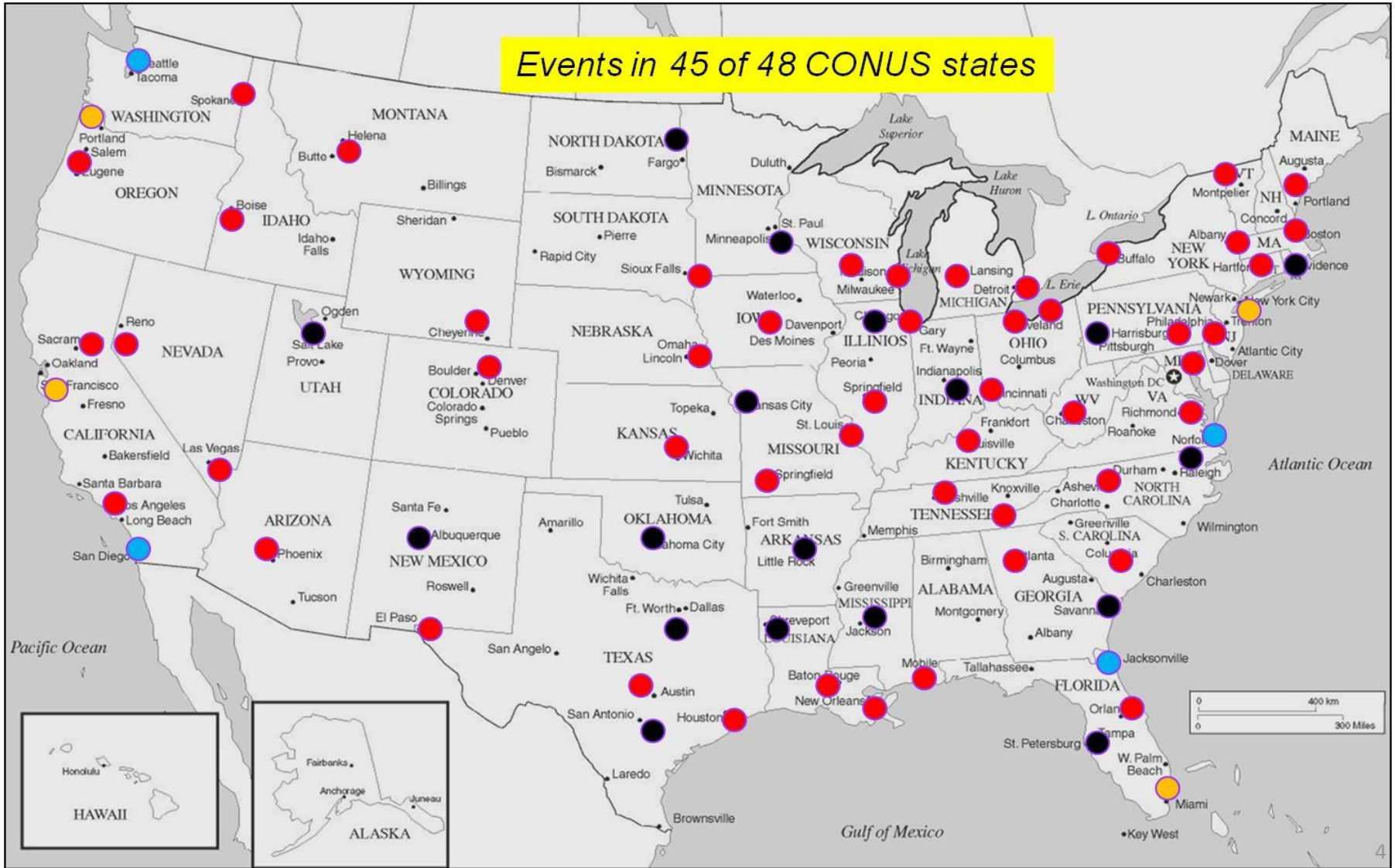
Grand Rapids, MI
Springfield, MO
Springfield, IL
Madison, WI
Baton Rouge, LA
Eugene, OR

Los Angeles, CA
Philadelphia, PA
Atlanta, GA
Cincinnati, OH
Harrisburg, PA
Las Vegas, NV
Albany, NY
Wichita, KS
Portland, ME
El Paso, TX
Carson City, NV
Missoula, MT
Cheyenne, WY

Approach: Build 2013 schedule on previous year Navy Weeks, possible future Navy Weeks & focus on geography/market size.

Navy Outreach 2013

= Fleet Concentration
= Fleet Week
= Navy Week
= 50/50



Questions?

Tell me and I will forget.

Show me and I may remember.

Involve me and I will **understand**.